

MOREY KUNIN

Senior Copywriter
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STREET SMARTS



McCann Erickson – '06 to '09 – Senior Copywriter

My main client was Verizon Wireless, but I have also worked on assignments for Women's Professional Soccer, RIM/BlackBerry, Major League Baseball and Applebee's.



Various Whosits and Whatnot – '02 to '05

Along with a number of freelance jobs including work for Panasonic, DeLonghi and RJ Reynold's, I decided to take full advantage of the recession by trying a few other fields. Along the way I worked as a substitute teacher and real estate agent before returning to advertising fulltime.



Greco Ethridge Group – '00 to '02 – Copywriter

GEG was a small and well respected high-tech B2B agency. Though most of my clients were companies you've probably never heard of, I relished the challenge of making print and collateral for such a focused, vertical market.



Freelance Copywriter – '97 to '00

A variety of agencies including: TBWA Chiat/Day/S.F., Draft Worldwide/NY, DiMassimo/NY, TDA Advertising/Boulder, Leo Burnett/Chicago, Blue Marble ACG/NY, Eisnor Interactive/NY, and Crispin Porter Bogusky/Miami.



Foote Cone Belding/NY – '96 to '97 – Junior Copywriter

My first "real" job in advertising. At FCB I produced Print, TV, and Radio for a variety of clients including AT&T, Tropicana, Fila, Nabisco, and Campbell's.



Mad Dogs and Englishmen – Spring/Summer '96 – Intern/Freelance Copywriter

Fresh out of the Miami Ad School I was given a rare opportunity to work with this well known shop.



Film/TV Production Assistant – '92 to '94

Though I got a lot out of being a PA, the one that seems most relevant today is that was my first exposure to the term "Hurry up and wait." Some things never change.

FANCY BOOK LEARNIN'

Miami Ad School – Copywriting – Winter '95
University of Tampa – BA Communication – Spring '92
New York University – Summer Institute in Film Production – Summer '91

BRAGGING RIGHTS

Show South – Student Gold for Remington
RACie – Gold for BlackBerry Storm Kit
New York Festival – Gold for BlackBerry Storm Kit
World's Best Uncle – There can be only one



*As a kid, my mom said
we all have souls.
I think I just found mine.*





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*My girlfriend
said I never shared
my feelings.
She just wasn't listening.*

Your voice. **SELMER** *Your sound.*





*I'd make more money if
I finished law school.
But then I'd never find
the perfect note.*





Food for less active dogs.





Food for less active dogs.





Food for less active dogs.







Get directions, direcciones, sentidos, riktingen and indicazioni.

VZ Navigator—Around the world or around the block, you'll never get lost again. GPS navigation, spoken turn-by-turn directions, and over 14 million points of interest will always get you there. No matter what language the locals speak.





Apply touchscreen liberally.

Summer is here! Take full advantage with apps like VZ Navigator, Zagats restaurant guide and Weather.com. Find the best places to go and get your friends organized with email or texting. All on hot new phones like the enV Touch that'll really give you some color.





Improve your memory.

Stop worrying about having enough space for all your apps, music and games. Pick up an 8 or 16 gig memory card and download all you want, or transfer files from your PC. It's all you need for a phone that never forgets.





st. jason, cpa

accidentally slain by his own children.

The patron saint of weekends — Jason enjoyed biking with his kids every weekend, but couldn't keep up. Then, with his financial edge, he purchased a pair of Shimano shoes and pedals. The increased power kept him from falling behind, though he still wouldn't do any of those crazy stunts. This continued until the day his kids told him he was "way cooler" than their other friends' dads, at which point he died and went to Heaven.

Power to the pedal.

st. ROD

is he really in heaven?

The patron saint of endos and cliffs — Rod embraced the solitary life. He rarely used regular paths, and only ventured into town for supplies. But, as his new trails became more crowded, he began to despair. Then one day, he climbed up his favorite rock and was carried into the sky on a flaming hard-tail. A memorial marks the spot, though many believe he faked his own ascension and is just having a beer in the next town.

Power to the pedal.



No, the New XTR line won't make you a better rider.

You'll just have a better bike.

Sure XTR parts are expensive. So what? They weren't designed for those squirrely little dweebs poaching the trails in national parks, or for going down to the corner store for another six-pack. We built them for the real riders. The cliff-jumping, rock-eating, pulling-caterpillars-out-of-your-nostrils kind of riders. The ones who know the difference.

Fractures and V-brakes. The best brakes in the world won't help if you're an idiot. If you can't handle yourself, even Shimano's improved V-brake can't keep you from wiping out and shredding your flesh over a bed of gravel. Then again, the extra stopping power and control could give you the upper hand you need to carefully pick



and choose which trees and ditches to fly into.



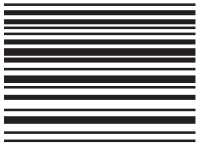
Lacerations and Weight Reduction. By reducing the overall weight by over a pound, the New Shimano components make the bike easier to maneuver. Of course, if you're some scrawly calculator punching geek riding in a high wind, you may find yourself airborne over rocks you have no business smearing your puny little face on.

Internal bleeding and Rapidfire shifting. With the New XTR shifting system, it's easy to get overconfident. It's fast, you can shift without taking your hands off the bars, and any idiot can use it without getting locked up. Go with it. After all, would you rather wreck because your bike sucks, or because you're inspired to go flying off higher cliffs and land on bigger rocks?



Blood and the bottom line. The Shimano XTR line is the ultimate weapon for your assault on the mountains of the world. The perfect tool for tearing up the countryside, crushing the hopes and dreams of lesser riders. At \$1400 for the whole package, these aren't for everyone. And maybe they're not for you. But, who knows, one day as your bike goes careening down the mountain, your skills might just catch up.

THE REST IS UP TO YOU



Supplement Facts	
serving size: much as you can handle	
servings per container: your call	
City	# of Locations
New York	7
Chicago	1*
Las Vegas	1*
Atlanta	6
Los Angeles	1
San Francisco	1
Mission Viejo	1
Miami Beach	1
Tokyo	1
The Vatican	0
*New Location	



HAPPY PILLS

Solve all life's problems with one little pill.

100 Tablets

Chewable

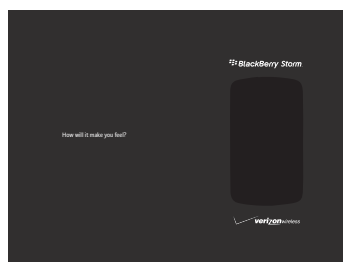
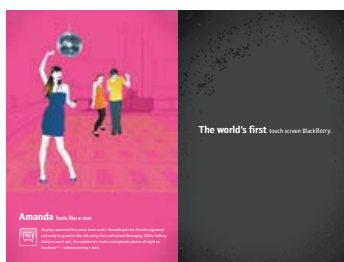
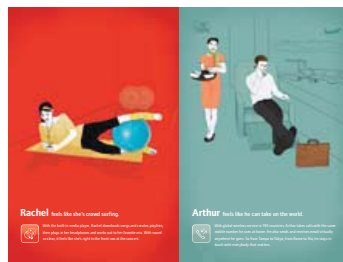
Indications: instantly cures childhood trauma, hairiness, baldness, amputation, jet lag, dreams of stardom, Viagra™ dependence, longing for the good old days, monkey bites, politics as usual, that itchy place in the middle of your back, munchies, imprisonment, anxiety over which fork is for the canape, wondering if your life would be different if you had only run for treasurer of your college fraternity, “having nothing to wear,” concerns that you’re not doing enough to help the dodo, wishing you had only thought of that totally awesome comeback the same night as the party, Vesuvian acne, whooping cough, and guilt over selling some cheap candy and trying to pass it off as a miracle happy pill.

Dosage directions: you couldn’t possibly have enough. But adults tend to need more than children.

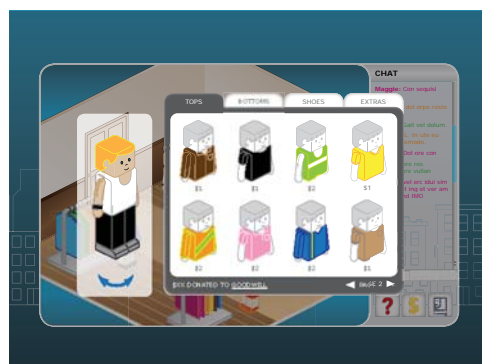
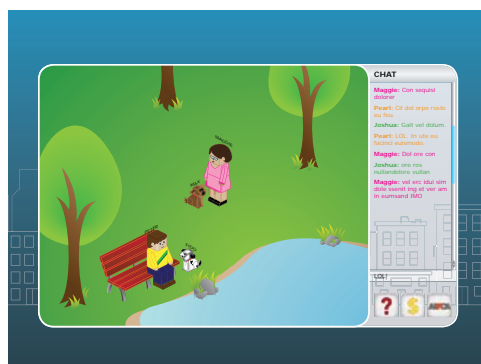
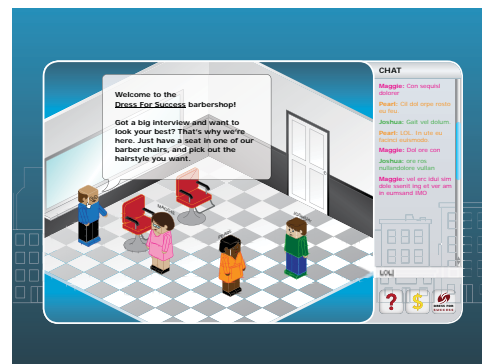
Warnings: do not use while driving a stolen car, do not apply as make-up, do not pick your friend’s nose, not to be used as a projectile, not to be used as an abrasive, not intended as a floatation device, look both ways before crossing the street, always cook your meat thoroughly, and if parachuting, remember to pull the rip-cord before landing.

Active Ingredients: love, sunshine, laughter, and sugar – mostly sugar.

Inactive Ingredients: food coloring, artificial flavors, and something we found on the factory floor that is definitely not retsin.



The BlackBerry Storm was designed to stand out. It was both the first touchscreen BlackBerry, as well as their first device to truly combine business and entertainment. This award-winning launch kit sells both of these ideas with a fun book containing "touch points" reminiscent of the books from our childhoods.



DoNATION is a virtual world which connects various nonprofit charities and the people who are interested in helping. As you explore the world, you can interact with other users and upgrade your avatar with haircuts, clothes, etc. by making real-world donations in each of the places you visit.